



# MARKETING & PR BOOTCAMP

## WHAT IS PR?



# Marnie Grumbach

## FOUNDER OF FLUENT IMC

Marnie is the founder of fluent imc, a firm specializing in professional services, marketing, and communications. Her clients include businesses spanning banking, finance, consulting, law, technology, and healthcare. Marnie is a member of the Maine Public Relations Council Board of Directors.

Marnie received a MBA from Husson University and a BA in Communications from Elizabethtown College.





# About Us



fluentimc

Integrated Marketing Communications

Strategy & Planning

Fractional Marketing Support

Public Relations

Media Buying & Digital Advertising





# What is PR?

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

"The professional maintenance of a favorable public image by a company or other organization or a famous person."





SO. MANY. TERMS.

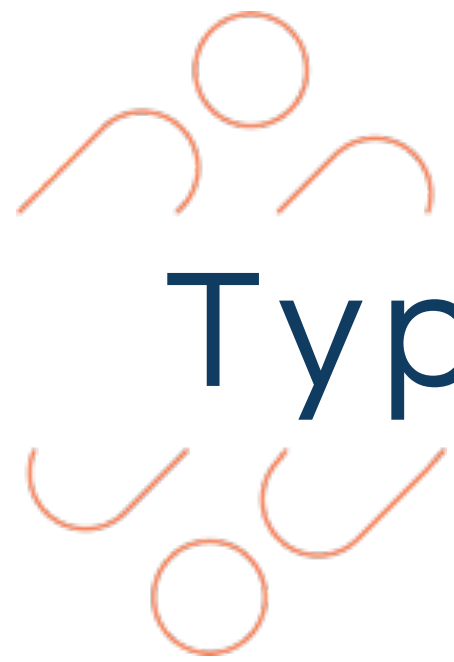
Strategic Communications

Public Relations

Media Relations

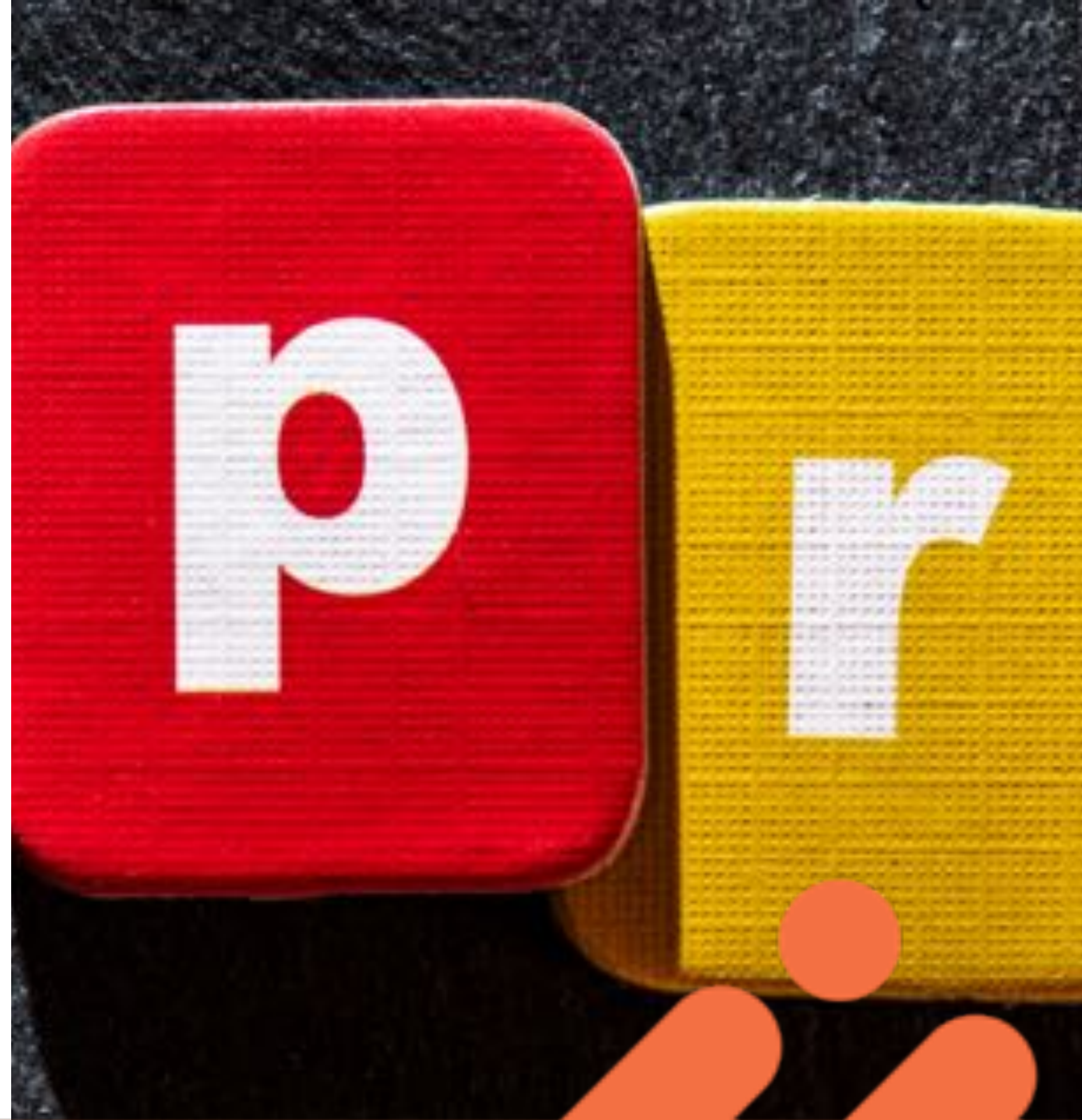
Earned Media





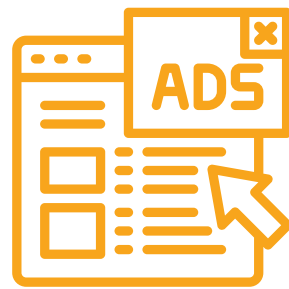
# Types of PR

- Crisis Communications
- Public Affairs/Lobbying
- Corporate + Social Responsibility
- Internal Communications
- Media Relations
- Executive Visibility/Thought Leadership





# Integrated marketing communications



## PAID MEDIA

Paid advertising, like TV spots, newspaper ads, boosted FB posts, programmatic ad placements, radio spots & Google adwords campaigns.



## OWNED MEDIA

Anything you create or control. Your website, blog, webinars, podcasts, email marketing and educational content.



## EARNED MEDIA

Distribution through credible third party, including press coverage, speaking engagements and word-of-mouth awareness.



## SHARED MEDIA

Your presence on social media and organic social posts.



# Develop a PR strategy.



1. Think strategically about who you want to reach.
2. If you could get them to remember one thing about you, what is it?
3. Set measurable (and realistic) objectives.
4. Make a long-term plan for integrating PR with marketing

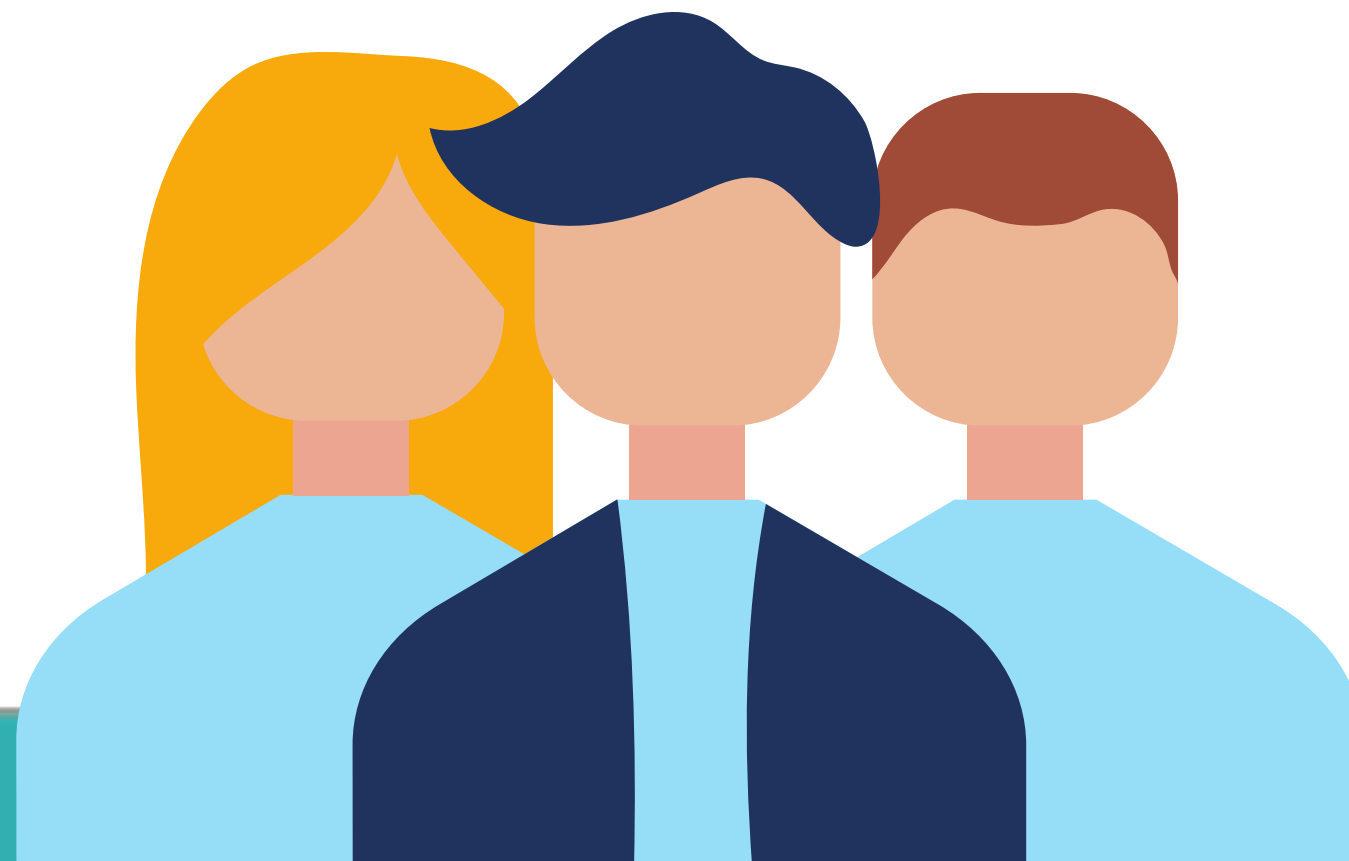




"Hospice isn't just for the last few days of life."

"They have the lending capacity for large complex deals."

"They're investing in building fiber Internet to towns across Maine."





# What is media?



Media: a means of mass communication.

Broadcast News + Radio  
Newspapers + Magazines  
Podcasters + Bloggers  
Trade Associations  
Affiliate Organizations  
Influencers





## THIRD-PARTY CREDIBILITY

People place greater trust in validation from third-party experts.



# Get the word out.

1. Be proactive about EARNING media coverage
2. Who is on your media wish list?
3. Not ANY media is the RIGHT media.

WSJ





# Identify news to share.

1. What activities within your business are worth sharing?
2. Does spreading the word reinforce your key message?





# PR or Paid?

- CEO is retiring
- Changing a business name
- Won an award
- Launched a new product
- Received a small grant
- Expanding into a new market
- Partnered on a large deal
- Hosting a conference





# The art of pitching

- Develop an idea around your key message and pitch the idea to the reporter/editor.
- Identify the benefits (what the piece will teach their audience) and how your expertise will contribute to the media outlet's mission.

**Any  
interest?**

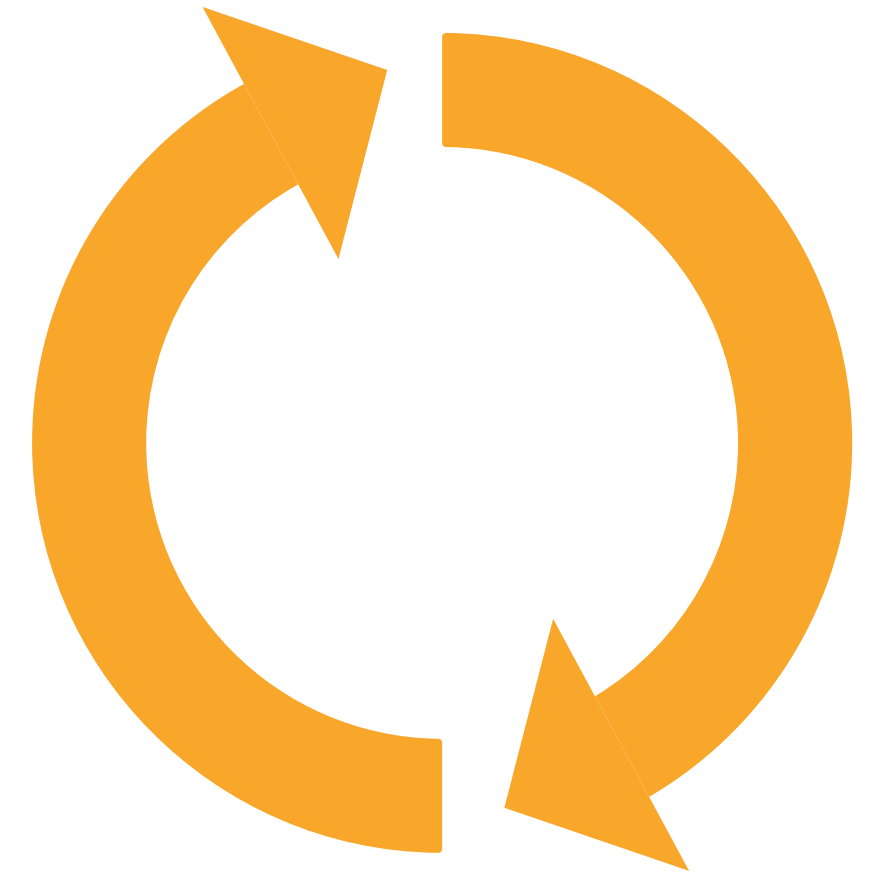
**Tell me  
more!**





# Repurpose your coverage.

- Blog about it.
- Share on all social channels.
- Circulate internally. Ask team to share.
- Email your clients + referral sources.
- Include in sales materials/emails.
- Write a press release.
- Update your LinkedIn profile and e-sig.
- Run a paid display ad.
- Look for web traffic spikes aligned with coverage and report back to leadership.







# Case study



## The "Lining Up to Deliver" Campaign:

1. Tell a community bank's story about its strategic restructuring and growth.
2. Gain visibility and name recognition for new leaders.





# The strategy

- External communications strategy = integrated approach
  - Audience: Current and prospective banking customers; Banking industry peers; Key industries
- Utilize owned, paid, and earned media to reach key audiences across channels (Remember Step 4!)

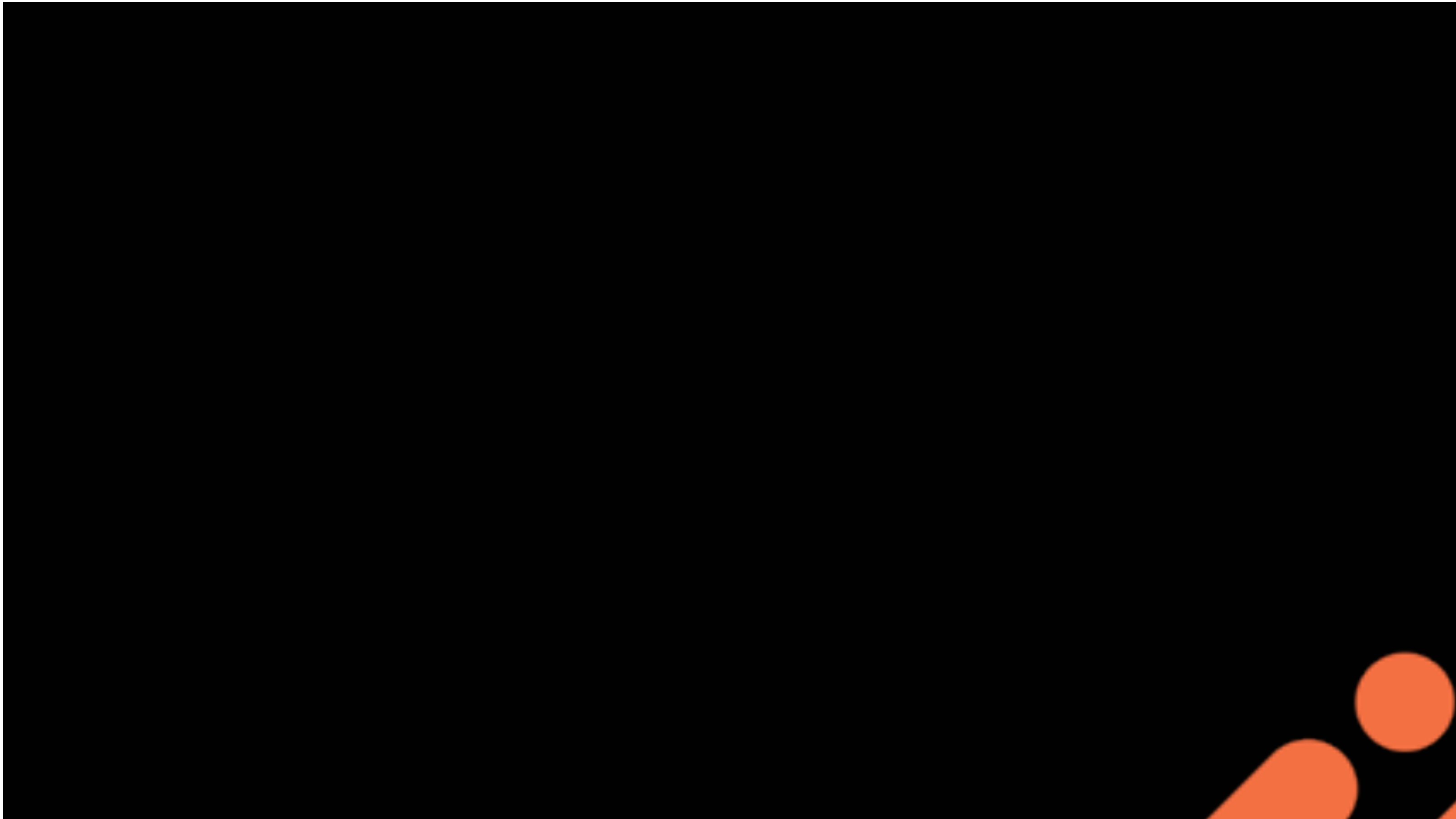




# Owned & paid media

- Share news directly from CEO and SVPs
  - CEO's authentic attitude and approachable demeanor aligns with the bank's messaging about investment in hometown communities.
- Q&A style videos and digital display ads were all about faces + personalities.
- Social media advertising campaigns served the videos and ads to broader audiences

A screenshot of a LinkedIn post from Machias Savings Bank. The post header shows the Machias logo, the name "Machias Savings Bank", "1,909 followers", and "Promoted". The text of the post reads: "We're excited to announce some big changes that will ensure we're better li up to deliver our vision of building relationships that move Maine forward." Below the text is a link: "Learn more at: <https://lnkd.in/gz6xSRX>". The main content is a video player showing a man in a light blue shirt and tie, identified as "LARRY BARKER", speaking. The video player has a progress bar at 0:05 / 1:50. At the bottom of the post, there is a caption: "Machias Savings Bank is Lining up...".



LINING  
UP TO  
**DELIVER**



LINING  
UP TO  
**DELIVER**



BUILDING  
RELATIONSHIPS to  
**> MOVE MAINE FORWARD**

One Plan, One Purpose, One Community at a time.

MEMBER FOC

BUILDING  
RELATIONSHIPS to  
**> MOVE MAINE FORWARD**

One Plan, One Purpose, One Community at a time.

MEMBER FOC



LINING  
UP TO  
**DELIVER**

**GET TO  
KNOW JILL!**

MEMBER FOC





# Earned media

- Restructuring announcement earned coverage by local business media
  - Also showcased expertise of industry team leaders by earning coverage in business publications, industry newsletters, and trade groups.
- Ongoing effort: We continue to focus on executive visibility through authored content, speaking and podcast appearances.
- Our previous owned and paid content strategy helped new SVPs gain some recognition...a stronger foundation for future PR efforts.






# Media coverage

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Updated: November 13, 2020

## Machias Savings bulks up leadership to pursue growth, keep community links




PHOTOS / COURTESY MACHIAS SAVINGS BANK

From left, Jonathan Alley, Dean Clark and Jill Saucier will serve as regional senior vice presidents at Machias Savings Bank under a leadership restructuring set to take effect at the start of 2021. A fourth regional senior vice president has not yet been named.

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Our panel will discuss how they see the marketplace performing for their industry in 2022. **5 ON THE FUTURE**  
TUESDAY, FEBRUARY 16 [MORE INFO](#)

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Updated: June 28, 2021 **ON THE RECORD**


## On the Record: Jack Lufkin, of Machias Savings, believes each Maine community 'has a story to tell'





# Media coverage

NEWS BUSINESS OPINION SPORTS A&E FOOD DO THIS OBITS HOMES



Jack Lufkin

Machias Savings Bank has named **Jack Lufkin** to fill its fourth regional senior vice president position in the southern market, which includes Cumberland County. Lufkin will be responsible for both the business and retail banking teams after most recently working as vice president, senior commercial relationship manager at NBT Bank. He has prior experience with KeyBank, Gorham Savings Bank, was economic development director in Portland, and was the founding executive director of Freeport Economic Development Corp. He has been a board member of the Portland Regional Chamber of Commerce since 2007.



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**ROUND-IT-UP** YES *Saving is hard. The County makes it easy.* THE COUNTY FEDERAL CREDIT UNION

Closures, Cancellations & Delays

Public Notices

**I Love My Bank!**  
Work with us Bank with us

**Bank to restructure and add northern leader**  
Contributed • December 3, 2020







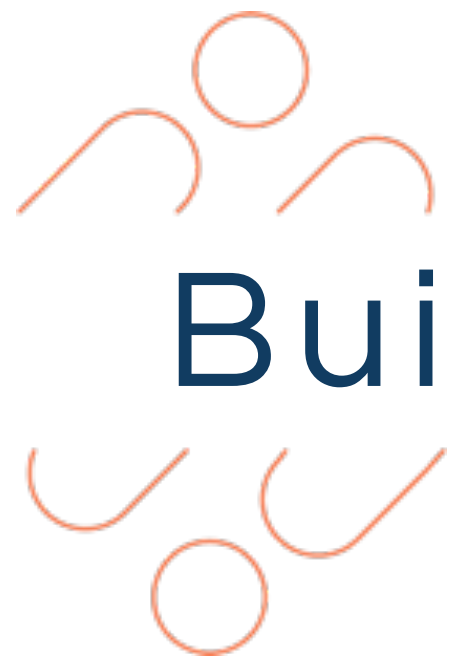
# PR Resources

[How to measure your PR program's effectiveness](#)

[How to pitch your story for TV coverage](#)

[How to prepare for a journalist interview](#)





# Building your media list

- Build manually
- Buy from Maine PR Council (\$75)
- Newswire service (\$400 - \$700)
- PR Agency
- PR software (Cision, Meltwater)





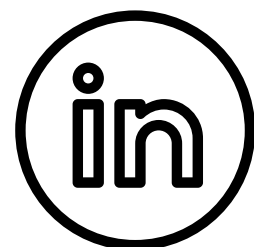
# Stay in touch

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